

ABSTRACT OF THE DISCLOSURE

METHOD AND APPARATUS FOR ANALYZING DATA AND ADVERTISING OPTIMIZATION

The most preferred embodiment of the present invention is a computer-based
5 decision support system that includes three main components: a database mining engine
(DME); an advertising optimization mechanism; and a customized user interface that
provides access to the various features of the invention. The user interface, in
conjunction with the DME, provides a unique and innovative way to store, retrieve and
manipulate data from existing databases containing media-related audience access data,
10 which describe the access habits and preferences of the media audience. By using a
database with a simplified storage and retrieval protocol, the data contained therein can
be effectively manipulated in real time. This means that previously complex and lengthy
information retrieval and analysis activities can be accomplished in very short periods of
time (typically seconds instead of minutes or even hours). Further, by utilizing the
15 advertising optimization mechanism of the present invention, businesses, networks, and
advertising agencies can interactively create, score, rank and compare various proposed
or actual advertising strategies in a simple and efficient manner. This allows the
decision-makers to more effectively tailor their marketing efforts and successfully reach
the desired target market while conserving scarce advertising capital. Finally, the user
20 interface for the system provides access to both the DME and the optimization
mechanism in a simple and straightforward manner, significantly reducing training time.